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## ABSTRACT

A method for appending advertisements to paging messages may be utilized to reduce or substantially eliminate the fees for paging services paid by paging service customers while allowing companies to easily get their advertisements directly to a specific market or market segment. Alpha-numeric pagers may be programmed/reprogrammed to accept advertisements either prior to or after receiving a page. The alpha-numeric pagers may be programmed with an identification code which indicates to the paging service provider that advertisements are acceptable. Accordingly,

10 if an alpha-numeric pager is programmed to accept advertisements, the paging service provider transmits the advertisements with the page.

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